



Video Presentasi

- <http://www.youtube.com/watch?v=yhZdFR3G4FA>
- <http://www.youtube.com/watch?v=-9dA3uNGEeU>



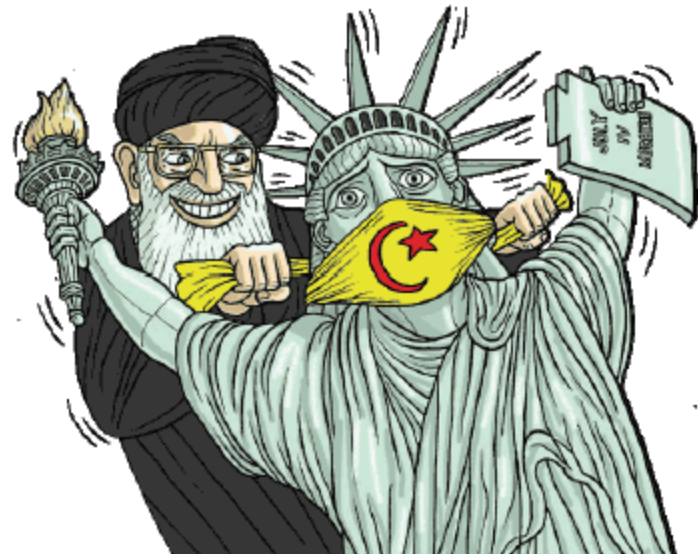
Presentasi Bisnis



1. Menginformasikan pesan-pesan bisnis kepada audiens
2. Menghibur audiens
3. Menyentuh emosi audiens
4. Memotivasi audiens untuk bertindak sesuatu

Persiapan Presentasi Bisnis

1. Penguasaan terhadap topik atau materi yang akan dipresentasikan
2. Penguasaan berbagai alat bantu presentasi dengan baik
3. Menganalisis audiens
4. Menganalisis berbagai lingkungan lokasi atau tempat untuk presentasi

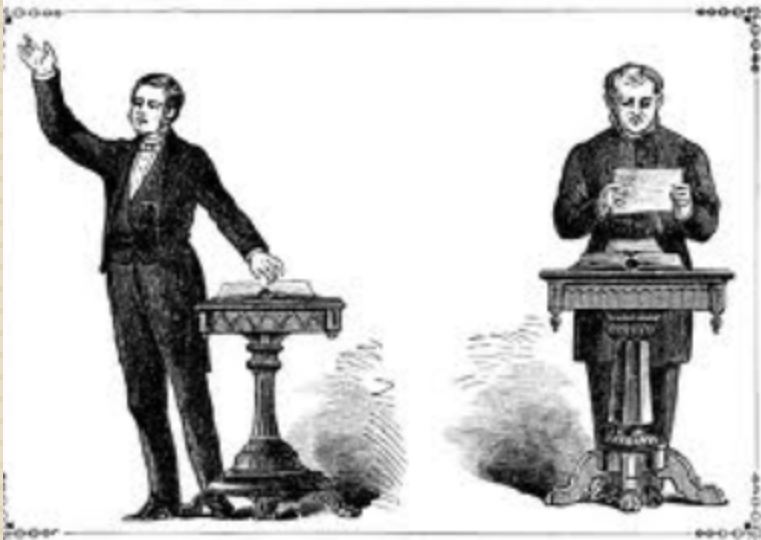


Analisis Audience



1. Siapa audiensnya?
2. Apa yang diinginkan audiens?
3. Dimana melakukan presentasi?
4. Kapan melakukan presentasi?
5. Mengapa melakukan presentasi?
6. Bagaimana melakukan presentasi?

Analisis Bahasa Tubuh



1. Ekspresi wajah
2. Senyuman
3. Kontak mata
4. Gerakan tangan
5. Gerakan bahu
6. Gerakan kepala
7. Cara berdiri

Resep Percaya Diri



Resep mengembangkan kepercayaan diri Peter Urs Bender (*Secrets of Power Presentations*) :

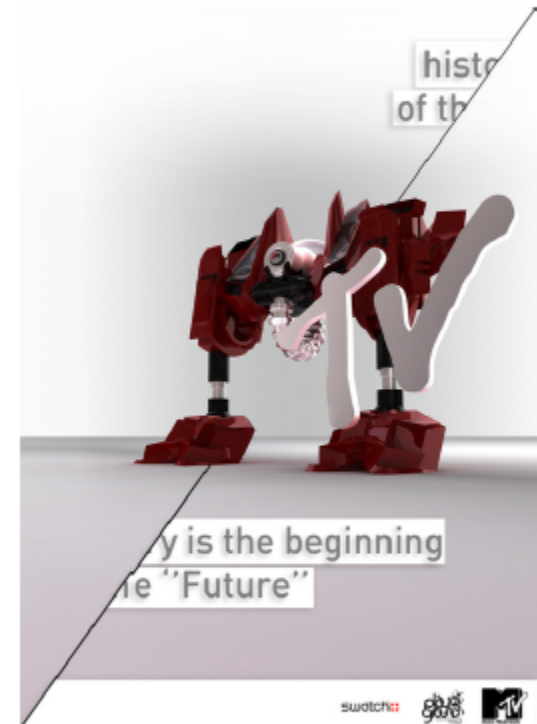
1. Tersenyum dan pandanglah sekilas semua audiens, jangan menunduk.
2. Mulailah perlahan-lahan kemudian percepat secara bertahap.
3. Katakan sesuatu secara sungguh-sungguh.
4. Akui bahwa Anda lebih tahu tentang materi daripada pendengar.
5. Pakailah pakaian terbaik.
6. Hiasi wajah dengan senyuman.

Personal Brand

Four components of your personal brand:

- *Appearance:*
Your body language, clothing attire and overall posture.
- *Personality:*
Your behavior, communication skills and attitudes toward people.
- *Competencies:*
Your special skills fulfilling task requirements.
- *Differentiation:*
What separates you from others and leaves a lasting memory in the minds of others.

Make good use of your first impression, whether in the real or digital world. Decide what works best for you and then go out and do it. Prepare, know the path, enjoy it and be yourself.



Personal Message

Integrate these elements in order to build your core personal message, unique to you.

- **Be well-prepared, then write out or outline what you have to say.** Recognize the importance of writing to the sequence of what you have to say. Sort out the main ideas, then prioritize them so your audience can follow your train of thought.
- **Practice what you have to say in front of a mirror.** You may think you make beautiful music, but others may just hear noise. You'll feel a bit strange at first, but eventually you'll see and hear yourself as others, and so work out the stumbles.
- **Work out what type of "guide" you need in presenting,** whether a script, note cards or projected outlines, whether with illustrations or images.
- **Develop supplemental materials:** a business card, hand-out with references and resources, contact information, etc.

Summary

- Think positively!
- Know your material
- Familiarize yourself with the room and technology you will use
- Know your audience
- Think about the message
- Visualize yourself succeeding
- Don't apologize for what the audience may not even notice!
- Relax
- Realize success
- Think in terms of building experience in making presentations

